

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Reserve
A 280.3939
M34C

APRIL-JUNE 1966

U. S. DEPT. OF AGRICULTURE
ECONOMIC RESEARCH SERVICE

JAN 16 1967

CURRENT SERIAL RECORDS

CONSUMER PURCHASES OF

CITRUS

- **Fruit**
- **Juices**
- **Drinks**

AND OTHER PRODUCTS

CPFJ-165

U. S. DEPARTMENT OF AGRICULTURE
Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

CONTENTS

	Page
Highlights	3
Frozen concentrated juices	4
Single-strength juices	5
Fruit drinks	8
Citrus sections and salads	9
Fresh oranges and grapefruit	10

Tables and Figures

Frozen concentrated orange juice	11
Chilled orange juice	12
Canned single-strength orange juice	13
Canned single-strength grapefruit juice	14
Prune juice	15
Canned grapefruit sections	16
Miscellaneous canned single-strength juices	17
Miscellaneous frozen concentrated juices	17
Total frozen concentrated juices	18
Total frozen concentrated fruit drinks	18
Chilled citrus salads and sections	18
Total canned single-strength juices	19
Total canned single-strength fruit drinks	19
Fresh oranges	20
Fresh grapefruit	20
Equivalent single-strength purchases of juices and drinks	21
Prices paid per 6-ounce serving	22
Expenditures per buying family	23
Expenditures by product	24
Summary of purchases in current and year-earlier quarter	25
Consumer purchases (figure)	26
Percentage of families buying (figure)	27
Consumer expenditures (figure)	28

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

September 1966

CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,
DRINKS, AND OTHER PRODUCTS
APRIL-JUNE 1966

By Vernice C. Mitchell
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

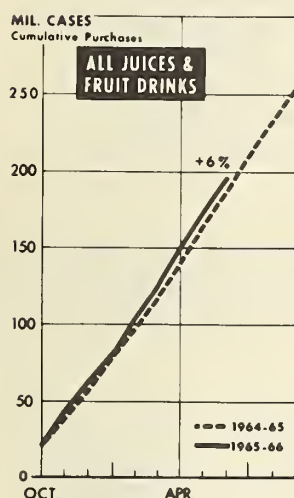
Consumer purchases of reported fruit juices and fruit drinks averaged 23.2 million cases (single-strength equivalent) per month in April-June, to about equal the unusually high level recorded for the same quarter of 1965. However, prices paid and total consumer outlay were slightly lower.

Purchases of frozen concentrated orange juice declined 4 percent from a year earlier. Fewer families bought, and the average size of purchase was small, even though prices paid remained the same as a year earlier.

In contrast, purchases of chilled orange juice increased 29 percent, and those of canned single-strength orange juice were up 20 percent. These products rose substantially in both the number of families buying and in the average size of purchase, but remained more expensive per 6-ounce serving than frozen concentrated orange juice.

Purchases of canned grapefruit juice dropped 8 percent and prices rose 16 percent. Prune juice purchases declined 7 percent to the lowest volume in more than a year, while prices were about the same. Household use of other noncitrus juices increased 5 percent as prices paid dropped slightly.

The market for frozen concentrated fruit drinks continued slow, due to fewer families buying. On the other hand, purchases of canned single-strength drinks rose 9 percent to the highest level in more than a year. Prices paid for fruit drinks were slightly lower than a year earlier.



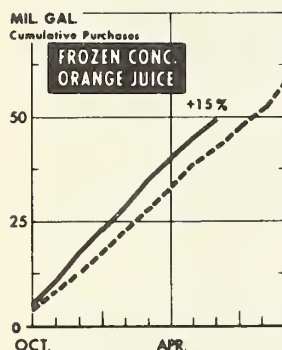
October-June cumulative purchases of fruit juices and drinks were up 6 percent--10.4 million cases--from the same 9-month period of 1964/65. (See figure in margin.)

Retail sales of canned grapefruit sections increased 14 percent, but purchases of chilled citrus salads and sections were slightly lower than a year earlier. Use of fresh oranges increased 9 percent, and prices were off slightly. However, purchases of fresh grapefruit were down 7 percent, and prices rose 11 percent.

Total consumer expenditures for reported juices, drinks, and fruits averaged \$102.6 million per month in April-June, and were just above the year-earlier level.

FROZEN CONCENTRATED JUICES

Slight Decline in Frozen Concentrated Orange Juice Market



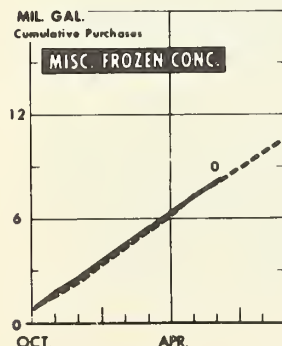
Consumer purchases of frozen concentrated orange juice in April-June 1966 were off slightly from a year earlier. The loss was due to a modest decline in the proportion of families buying, along with a decrease in the average size of purchase. (See tables 1, 16-19 and figs. 7-9.)

The product's share of the household market for fruit juices and drinks dropped to 25.5 percent from 26.6 percent a year earlier.

Prices paid in April-June were about the same as a year earlier--18.4 cents per 6-ounce can. Even so, expenditures per buying family were slightly lower, and total consumer outlay declined 5 percent.

October-June cumulative purchases were up 15 percent--6.3 million gallons--from corresponding months of the preceding year. The increase reflected strong retail movement between October and March. (See figure in margin.)

Fewer Families Buy Miscellaneous Frozen Concentrates

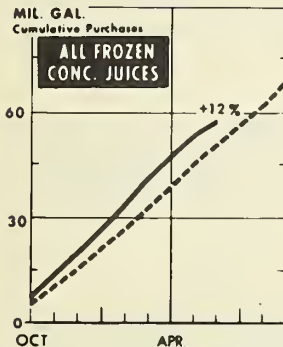


April-June purchases of miscellaneous frozen concentrated juices, such as grape, pineapple, and blends, were off 7 percent--196,000 gallons--from the same period a year earlier, and were 25 percent below the peak level of April-June 1962-63. (See tables 8, 16-19 and fig. 8.)

The decrease was attributed to a decline in the proportion of families buying. The average size of purchase remained the same as a year earlier.

Prices paid in April-June were off 5 percent from the corresponding period of 1965 to 19.0 cents per 6-ounce can. Prices have held close to this level for 12 months. However, miscellaneous frozen concentrates have been more expensive than frozen concentrated orange juice since January-March 1965.

Market for Frozen Concentrates Declines



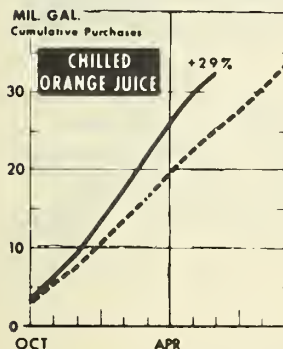
The total quantity of all frozen concentrated juices purchased for household use in April-June was slightly lower than a year earlier, since fewer families bought. The frozen concentrates' share of the household market for fruit juices and drinks dropped from 31.2 percent to 29.7 percent. (See tables 9, 18 and 19, and figs. 7 and 9.)

Consumers paid almost the same prices in April-June as in the same quarter of the preceding year--18.4 cents per 6-ounce can. Nevertheless, total consumer outlay declined 6 percent, or \$4.5 million.

October-June cumulative purchases were up 12 percent--6.3 million gallons--from the same months of 1964/65, cumulative consumer outlay dropped 7 percent, or \$15.9 million.

SINGLE-STRENGTH JUICES

Chilled Orange Juice Market Continues to Expand



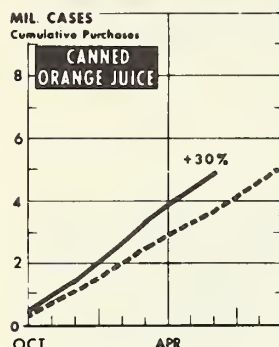
Consumer purchases of chilled orange juice in April-June 1966 were well above the volume of the same quarter of 1965, increasing 29 percent, or 2.5 million gallons. The total quantity for the quarter was within 8 percent of the peak level of January-March 1966. (See tables 2, 16-19 and figs. 7-9.)

Sharp gains were made in the proportion of families buying, as well as in the average size of purchase. For the 7.1 percent of the Nation's families that bought, the size of purchase increased 11 percent to 3.5 quarts per month.

Retail prices were off 6 percent to 40.3 cents per quart. Nevertheless, since larger quantities were bought, total consumer outlay rose 22 percent, or \$3.2 million, from a year earlier.

Furthermore, October-June cumulative purchases exceeded the corresponding period of 1964/65 by 29 percent, or 7.4 million gallons. (See figure in margin.) Cumulative expenditures increased 15 percent, or \$6.8 million.

More Families Purchase Canned Orange Juice



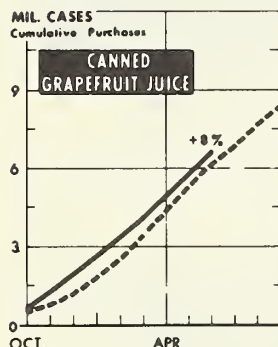
Retail sales of canned single-strength orange juice in April-June were up 20 percent, or 260,000 cases, from the same quarter in 1965. (See tables 3, 16-19 and figs. 7-9.)

Most of the gain was due to a sharp increase in the proportion of families buying. There also was a moderate rise in the average size of purchase.

Prices paid were down 13 percent to 39.6 cents per 46-ounce can. Expenditures per buying family declined slightly. Nevertheless, since more families bought, total consumer outlay increased modestly.

Cumulative purchases for October-June increased 30 percent, or 1.1 million cases, from the same period in 1964/65.

Retail Movement of Canned Grapefruit Juice Slackens



Fewer families purchased canned single-strength grapefruit juice in April-June than in the same quarter a year earlier, and the average size of purchase declined moderately. As a result, retail sales were off 8 percent, and the product's share of market was slightly lower. (See tables 4, 16-19 and figs. 7-9.)

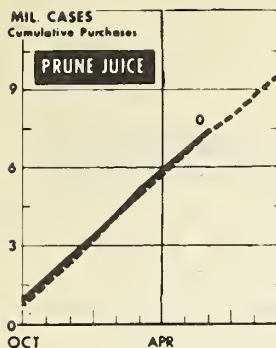
Nevertheless, purchases were moderately larger than the 1957-61 average for the quarter and the third largest in 5 years.

Consumers paid more for grapefruit juice in April-June than in the same quarter a year earlier--a 16-percent increase to 39.2 cents per 46-ounce can. Expenditures per buying family were up 10 cents per month, and total consumer outlay increased 7 percent, or \$569,000.

This was the second quarter in succession that purchases failed to measure up to year-earlier levels. Nevertheless, because of heavy buying in October-December, cumulative purchases through June were up 8 percent, or 458,000 cases.

Moderate Decline in Prune Juice Purchases

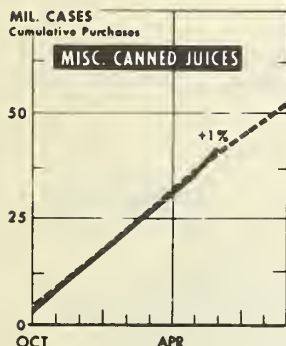
The purchase volume of prune juice in April-June was off 7 percent--164,000 cases--from a year earlier. The decline was due to fewer families buying, as the number dropped to a 2-year low. The size of purchase per buying family, however, held at 2.5 quarts per month. (See tables 5, 16-19 and figs. 7-9.)



Consumers paid slightly lower prices in April-June than in the same quarter a year earlier. Since purchases and prices were both lower, total consumer outlay declined 9 percent, or \$1.1 million.

October-June cumulative purchases were almost equal to the volume of corresponding months of 1964/65, but cumulative expenditures were slightly off. (See figure in margin.)

Upturn in Other Canned Juice Purchases

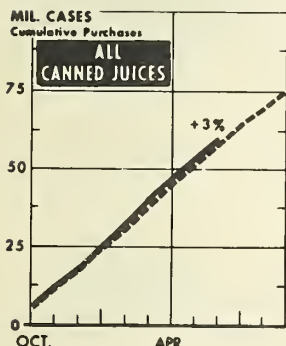


April-June purchases of all other canned single-strength juices, such as apple, grape, pineapple, tomato, and blends, were up 5 percent--603,000 cases--from a year earlier. April-June and the preceding quarter were the first periods to exceed year-earlier levels in the past 2-1/2 years. (See tables 7, 16-19 and figs. 7-9.)

Slight gains in both the proportion of families buying and in the average size of purchase accounted for the rise in purchases.

Prices paid in April-June declined slightly from a year earlier. Expenditure per buying family remained the same. However, total consumer outlay increased slightly.

Mild Increase in Total Canned Juice Purchases



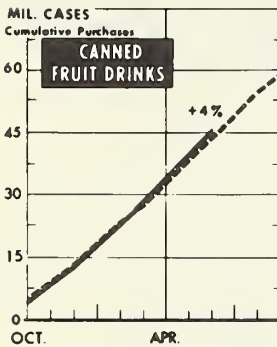
The total quantity of canned single-strength juice purchased in April-June was up 3 percent from a year earlier, as prices paid remained about the same at 35.6 cents per 46-ounce can. (See tables 11, 16-19 and figs. 7-9.)

The increase in retail sales was entirely due to stronger movement of canned orange and miscellaneous juices.

Cumulative purchases for the reporting year that began in October were also up 3 percent from the same 9-month period of 1964/65. (See figure in margin.)

FRUIT DRINKS ^{1/}

Increase Use of Canned Single-Strength Fruit Drinks

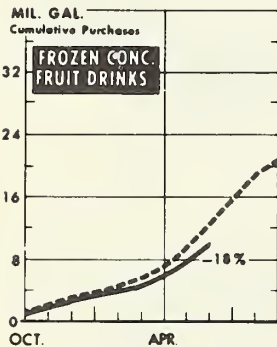


Consumers bought larger quantities of canned single-strength fruit drinks in April-June than a year earlier--up 9 percent, or 1.5 million cases. The gain was accounted for by a sizable increase in the proportion of families buying, plus a 3 percent rise in the average size of purchase. Purchase size reached a new high of 3.7 cans per month. (See tables 12, 15-19 and figs. 7-9.)

Housewives paid 29.7 cents per 46-ounce can in April-June, which was 3 percent less than the price level of the same quarter a year earlier. Expenditures per buying family remained the same, but total consumer outlay increased 6 percent, or \$2.8 million.

Cumulative purchases for October-June were up 4 percent, or 1.8 million cases, from corresponding months of 1964/65. (See figure in margin.)

Frozen Fruit Drinks Lack Buyers



Retail sales of frozen concentrated fruit drinks in April-June were off 16 percent--1.1 million gallons--from the year-earlier volume. Since purchases have been slow throughout 1965/66, cumulative purchases were down 18 percent, or 2.2 million gallons. (See tables 9, 15-19 and figs. 7 and 9.)

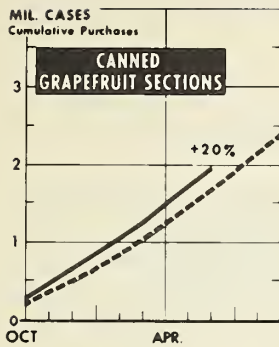
Prices paid were off 4 percent to 10.7 cents per 6-ounce can. These drinks were the least expensive of reported juices and drinks. Despite this incentive, fewer families bought, and total consumer outlay declined 18 percent, or \$3.0 million.

CITRUS SECTIONS AND SALADS

Many More Families Buy Canned Grapefruit Sections

Household use of canned grapefruit sections in April-June increased 14 percent--85,000 cases--from a year earlier. (See tables 6, 17-19 and figs. 7-9.)

^{1/} These frozen concentrated and canned single-strength fruit drinks include a wide variety of noncarbonated fruit drinks, ades, and punches; items marketed in glass or cartons are excluded. Fruit drinks differ from fruit juices in that they contain water and other additives.

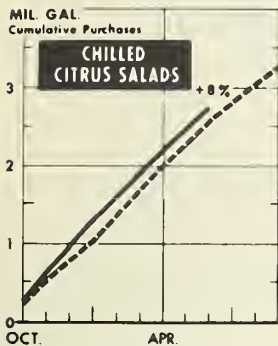


The gain was attributed to a sharp rise in the proportion of families buying, which more than offset a slight decline in the average size of purchase. The 3.6 percent of the Nation's families that bought was the largest in 3 years.

Prices paid during the quarter remained about the same as in April-June 1965 at 25.0 cents per No. 303 can. Expenditures per buying family were off slightly, but since many more families bought, total consumer outlay increased substantially.

October-June cumulative purchases rose 20 percent--3.2 million cases--above corresponding months of 1964/65. (See figure in margin.) Cumulative expenditures were up 13 percent.

Buyers Bought Less Chilled Salads and Sections



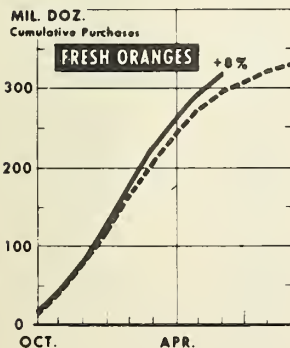
April-June purchases of chilled citrus salads and sections were slightly lower than a year earlier. The number of families buying remained the same, but the size of purchase per buying family was moderately lower. (See tables 10 and 17-19.)

the same quarter a year earlier. Expenditures per buying family dropped moderately to 93 cents per month. Total consumer outlay was slightly off.

October-June cumulative purchases were up 8 percent--195,000 gallons--from the same months of 1964/65. Cumulative expenditures increased 4 percent.

FRESH ORANGES AND GRAPEFRUIT

Fresh Oranges Bought in Larger Quantities

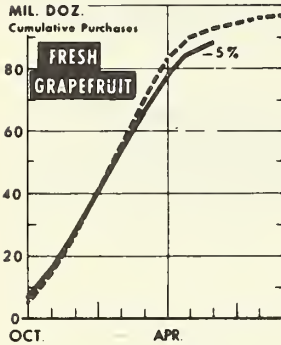


Household purchases of fresh oranges in April-June rose 9 percent--8.2 million dozen--above the same months of 1965, and were the largest for the quarter in 4 years. The gain reflected a moderate rise in the average size of purchase, along with some increase in the number of families buying.

Prices paid in April-June were down 7 percent from a year earlier to 59.2 cents per dozen. However, because of larger purchases, expenditures per buying family remained at \$1.09 per month. Total consumer outlay increased slightly.

October-June cumulative purchases were up 8 percent--23.1 million dozen--from corresponding months of 1964/65. (See figure in margin.) However, cumulative expenditures declined moderately.

Fresh Grapefruit Purchases Decline for Second Quarter in Succession



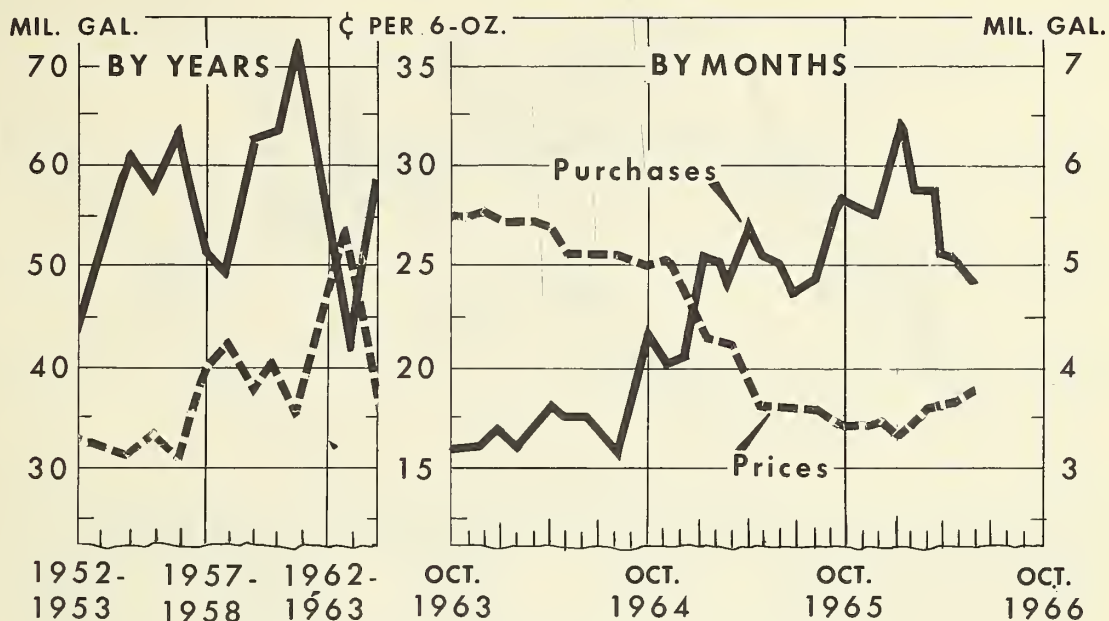
Purchases of fresh grapefruit in April-June were down 7 percent, or 1.6 million dozen, from a year earlier. This loss resulted from sharp declines in the proportion of families buying, coupled with a moderate reduction in the average size of purchase. (See tables 14, 17-19 and figs. 7-9.)

April-June prices were up 11 percent to \$1.30 per dozen from a year earlier. Expenditures per buying family and total consumer outlay were up moderately.

October-June cumulative purchases declined 5 percent--4.9 million dozen--from the same months a year earlier, while cumulative expenditures held about the same.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U.S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

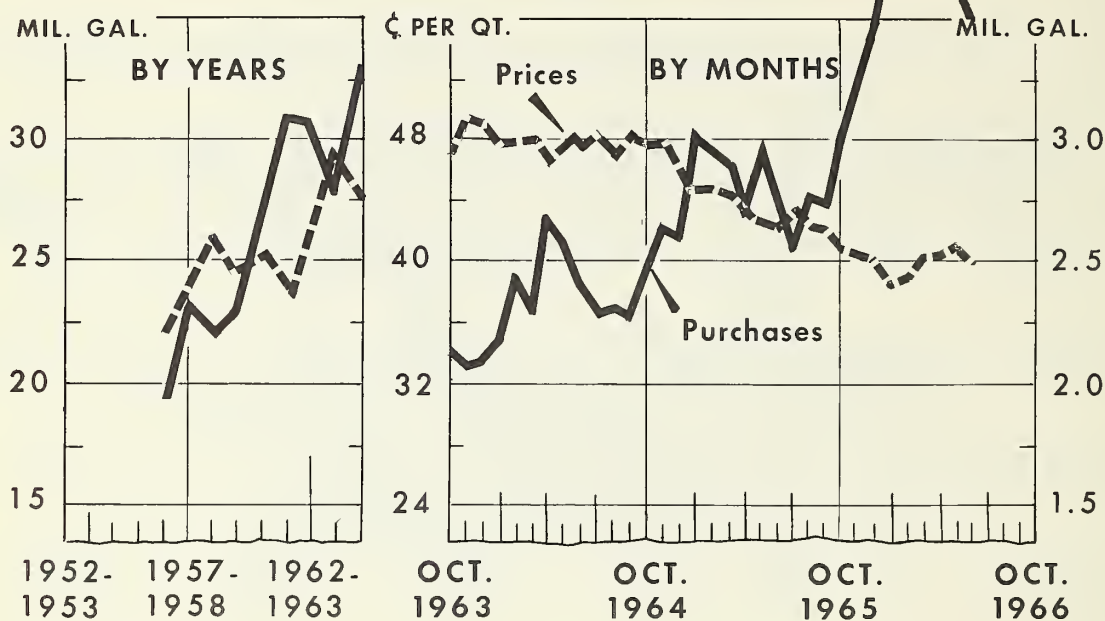
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	4,369	5,675	23.0	26.0	42.6	47.9	19.7	25.0	17.3
Nov.	4,970	4,090	5,519	23.1	26.2	39.6	46.3	19.9	25.2	17.3
Dec.	4,996	4,163	5,507	23.2	25.4	40.0	48.2	19.6	24.9	17.5
Oct.-Dec.	15,077	12,622	16,701	23.1	25.9	40.7	47.5		25.0	17.4
Jan.	5,312	5,076	6,401	25.3	27.0	44.9	51.9	19.6	22.8	16.7
Feb.	5,207	5,046	5,744	25.8	25.5	43.7	49.6	19.6	21.3	17.1
Mar.	5,172	4,931	5,709	25.5	25.6	43.6	49.0	19.6	21.1	17.8
Jan.-Mar.	15,691	15,053	17,854	25.5	26.0	44.1	50.2		21.7	17.2
Apr.	5,147	5,353	5,072	25.6	24.3	46.5	46.0	19.3	19.7	18.0
May	4,941	5,105	5,057	23.5	23.7	48.1	46.7	19.3	18.1	18.3
June	4,740	5,044	4,819	24.0	22.9	46.7	46.1	19.5	18.0	18.8
Apr.-June	14,828	15,502	14,948	24.4	23.6	47.1	46.3		18.6	18.4
July	4,601	4,801		23.5		45.3		19.6	17.8	
Aug.	4,580	4,936		23.7		46.5		19.8	17.7	
Sept.	5,111	5,596		25.6		48.2		19.6	17.4	
July-Sept.	14,292	15,333		24.3		46.7			17.6	
48-weeks	59,888	58,510		24.3		44.6		19.6	20.5	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid^Δ



^Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

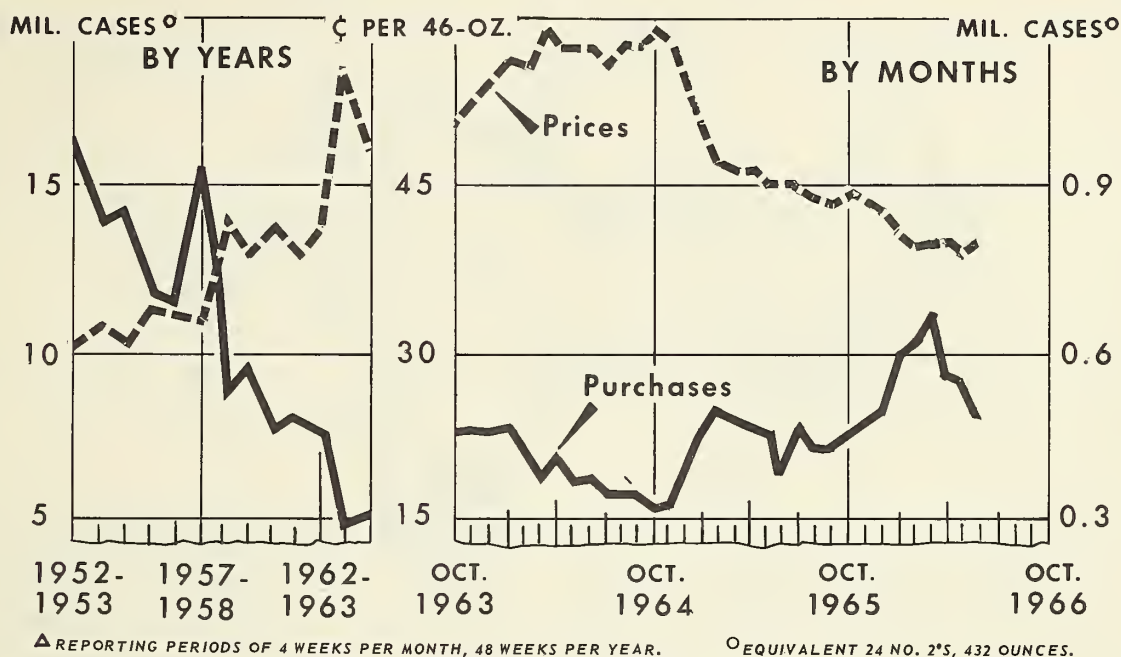
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,475	3,004	5.3	6.6	103.4	99.1	39.7	47.8	40.9
Nov.	2,017	2,627	3,219	5.8	6.8	103.7	105.6	40.2	47.6	40.6
Dec.	1,911	2,604	3,494	5.4	7.1	105.9	107.5	40.0	46.6	40.1
Oct.-Dec.	5,878	7,706	9,717	5.5	6.8	104.3	104.1		47.3	40.5
Jan.	2,098	3,051	3,774	6.8	7.8	98.8	105.8	39.1	45.0	38.2
Feb.	2,288	2,946	4,009	6.7	8.0	97.4	110.5	38.7	45.0	38.8
Mar.	2,267	2,919	4,059	6.4	8.2	98.8	108.2	39.6	44.4	40.1
Jan.-Mar.	6,653	8,916	11,842	6.6	8.0	98.3	108.2		44.8	39.1
Apr.	2,239	2,742	3,744	6.1	7.4	99.2	111.5	39.3	43.2	40.1
May	2,339	2,953	3,662	6.2	7.0	104.6	114.3	38.7	42.6	41.1
June	2,291	2,768	3,508	6.2	7.0	99.4	110.0	38.3	42.3	39.8
Apr.-June	6,869	8,463	10,914	6.2	7.1	101.1	111.9		42.7	40.3
July	2,064	2,541		6.0		93.6		39.1	43.0	
Aug.	1,901	2,752		6.0		101.3		39.6	42.3	
Sept.	1,974	2,712		6.2		95.4		39.6	41.8	
July-Sept.	5,939	8,005		6.1		96.8			42.4	
48-weeks	25,339	33,090		6.1		100.1		39.3	44.3	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid Δ



U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

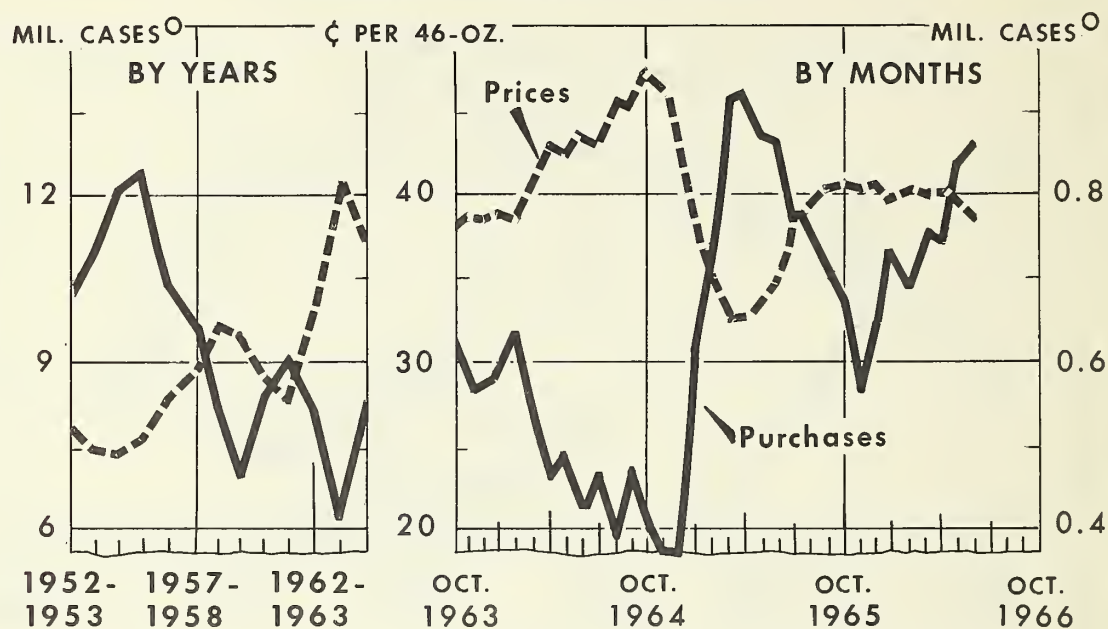
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1964-1957-61	1965	1966	1964-1965	1965-1966	1964-1965	1965-1966	Average : 1957-61	1965	1966
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	323	443	3.0	3.8	82.5	87.3	37.8	58.7	43.9
Nov.	808	327	475	3.4	4.2	76.7	83.9	37.7	57.8	44.4
Dec.	754	392	494	3.8	4.3	77.1	85.6	38.1	53.8	42.8
Oct.-Dec.	2,414	1,042	1,412	3.4	4.1	78.8	85.6		56.6	43.7
Jan.	892	446	607	4.2	4.9	81.8	93.3	37.0	50.6	40.3
Feb.	909	497	626	4.4	5.1	86.3	94.0	37.5	47.0	39.3
Mar.	915	470	667	4.5	5.2	79.8	94.8	37.5	46.2	39.4
Jan.-Mar.	2,716	1,413	1,900	4.4	5.1	82.6	94.0		47.9	39.7
Apr.	881	460	548	3.9	4.6	88.8	89.2	37.8	46.3	39.7
May	838	453	543	3.9	4.5	88.7	91.0	37.9	45.3	39.3
June	806	396	478	3.6	4.0	83.6	89.8	37.7	45.0	39.9
Apr.-June	2,525	1,309	1,569	3.8	4.4	87.0	90.0		45.6	39.6
July	764	451		3.6		93.7		38.5	44.3	
Aug.	708	419		3.7		85.8		39.0	43.9	
Sept.	709	423		3.6		88.9		39.9	43.5	
July-Sept.	2,181	1,293		3.6		89.5			43.9	
48-weeks	9,836	5,057		3.8		84.5		38.0	48.1	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid^Δ



^Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

[○] EQUIVALENT 24 NO. 2'S 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540 ECONOMIC RESEARCH SERVICE

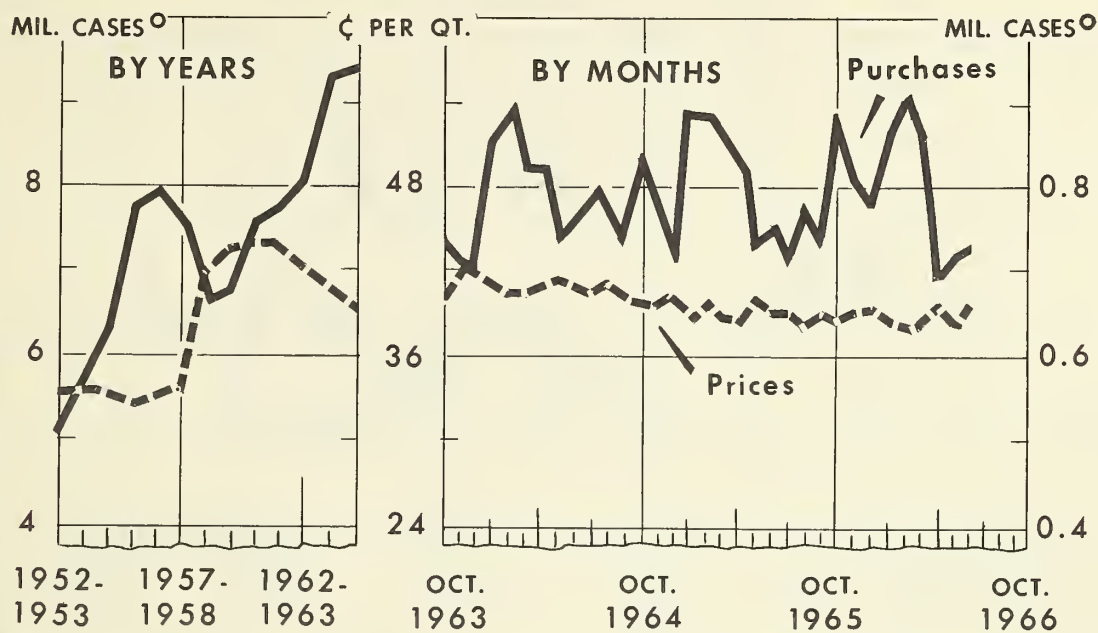
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	404	674	3.3	5.0	93.1	101.5	30.3	47.3	40.7
Nov.	683	379	569	3.5	4.3	82.6	99.4	30.7	46.5	40.4
Dec.	643	371	650	3.4	4.6	83.3	106.5	30.4	44.1	40.6
Oct.-Dec.	2,098	1,154	1,893	3.4	4.6	86.3	102.5		46.0	40.6
Jan.	755	613	739	4.7	5.0	100.7	109.9	30.1	38.8	39.7
Feb.	715	738	689	5.3	5.0	106.8	102.7	30.4	34.9	40.0
Mar.	738	914	759	5.6	5.2	124.3	110.4	30.1	32.5	39.9
Jan.-Mar.	2,208	2,265	2,187	5.2	5.1	110.6	107.7		35.0	39.9
Apr.	793	916	748	5.8	5.4	120.0	102.7	29.1	32.7	39.9
May	781	871	834	6.0	5.6	109.0	114.3	28.9	33.9	39.3
June	714	862	864	5.8	5.6	113.7	114.5	29.2	35.2	38.5
Apr.-June	2,288	2,649	2,446	5.9	5.5	114.2	110.5		33.9	39.2
July	632	768		5.5		106.9		30.3	38.0	
Aug.	683	772		5.1		111.0		29.9	39.2	
Sept.	663	703		5.0		101.4		30.3	40.3	
July-Sept.	1,978	2,243		5.2		106.4			39.1	
48-weeks	8,572	8,311		4.9		104.4		30.0	37.3	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid^Δ



^ΔREPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR. [○]EQUIVALENT 24 NO. 2'S 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541 ECONOMIC RESEARCH SERVICE

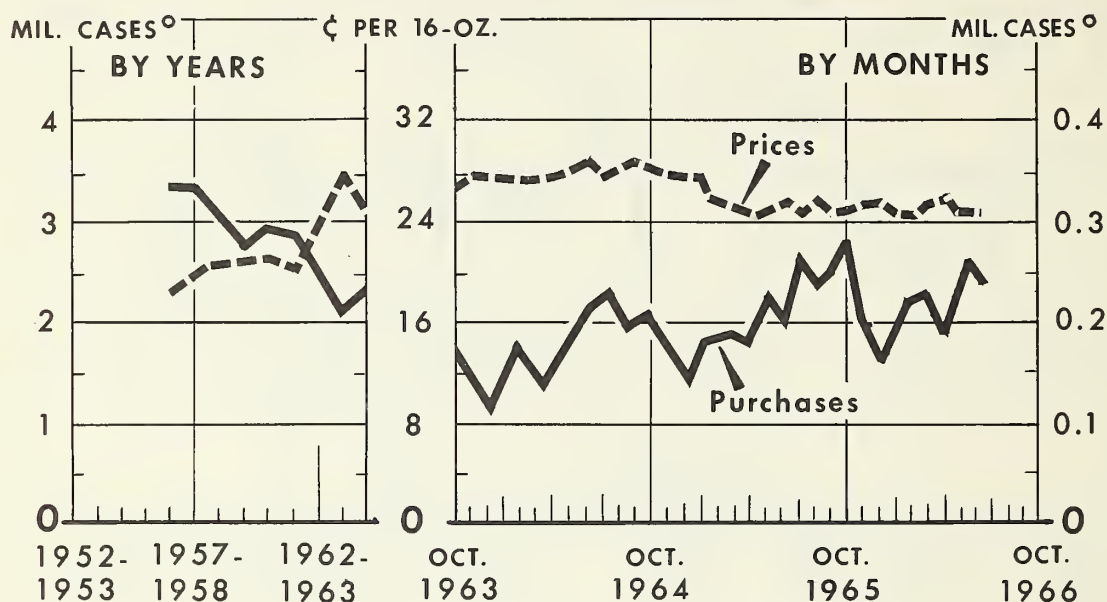
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	826	883	8.0	8.1	78.4	82.2	39.9	39.9	38.1
Nov.	598	776	810	7.6	7.6	79.2	80.9	40.5	39.3	38.8
Dec.	599	706	775	7.2	7.4	75.4	79.0	40.8	40.1	39.1
Oct.-Dec.	1,829	2,308	2,468	7.6	7.7	77.7	80.7		39.8	38.6
Jan.	652	893	865	8.5	7.9	80.0	81.0	40.9	38.3	38.5
Feb.	653	890	911	8.2	8.5	81.2	80.0	41.4	39.0	38.0
Mar.	654	856	863	8.5	8.3	76.0	78.6	41.5	38.6	38.2
Jan.-Mar.	1,959	2,639	2,639	8.4	8.2	79.1	79.9		38.6	38.2
Apr.	602	827	697	7.6	6.7	81.9	78.0	41.7	38.6	39.0
May	607	737	725	7.0	6.7	80.2	80.9	41.8	40.3	38.1
June	600	754	732	7.2	6.6	79.7	80.9	41.7	39.5	39.3
Apr.-June	1,809	2,318	2,154	7.3	6.7	80.6	79.9		39.4	38.8
July	571	715		6.8		79.6		41.7	39.5	
Aug.	569	774		7.1		82.3		41.6	38.1	
Sept.	602	745		7.1		79.9		41.7	38.8	
July-Sept.	1,742	2,234		7.0		80.6			38.8	
48-weeks	7,339	9,499		7.6		79.5		41.3	39.1	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid^Δ



^ΔREPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

[°]EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542 ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	201	280	3.6	4.0	47.2	58.2	20.0	28.0	24.4
Nov.	249	161	205	2.6	3.4	52.5	50.5	20.3	27.7	24.8
Dec.	192	146	164	2.5	2.9	48.7	46.9	20.5	27.8	25.1
Oct.-Dec.	752	508	649	2.9	3.4	49.5	51.9		27.8	24.7
Jan.	245	179	194	3.3	3.3	46.0	48.9	20.2	26.4	24.5
Feb.	239	179	216	3.0	3.6	49.4	49.2	20.2	25.9	24.4
Mar.	225	184	229	3.0	3.4	51.5	55.4	20.4	25.5	25.2
Jan.-Mar.	709	542	639	3.1	3.4	49.0	51.2		25.9	24.7
Apr.	227	179	187	2.9	3.0	51.3	51.0	20.3	24.8	25.6
May	233	222	257	3.2	3.9	58.5	54.7	20.4	24.8	24.8
June	255	201	243	3.2	3.8	51.7	53.4	20.5	25.4	24.7
Apr.-June	715	602	687	3.1	3.5	53.8	53.0		25.0	25.0
July	264	252		3.4		61.0		20.7	24.6	
Aug.	253	236		3.5		56.1		20.4	25.2	
Sept.	284	247		3.6		56.7		20.4	24.8	
July-Sept.	801	735		3.5		57.9			24.9	
48-weeks	2,977	2,387		3.2		52.6		20.4	25.8	

^{1/} Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date 1/

Period 2/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,041	4,545	4,343	32.6	30.9	105.9	104.0	30.6	31.9	31.3
Nov.	4,619	4,563	4,362	33.8	32.2	102.3	101.0	31.5	32.3	31.6
Dec.	4,705	4,368	4,321	33.0	32.8	100.4	97.5	31.8	32.9	32.5
Oct.-Dec.	14,365	13,476	13,026	33.1	32.0	102.9	100.8	31.3	32.4	31.8
Jan.	5,106	4,661	4,644	34.1	33.9	102.9	102.4	32.0	32.2	31.4
Feb.	5,140	4,622	4,658	34.2	33.3	101.8	104.2	31.8	32.0	31.9
Mar.	4,982	4,736	4,790	35.0	34.2	102.1	104.2	31.9	31.8	32.2
Jan.-Mar.	15,228	14,019	14,092	34.4	33.8	102.3	103.6	31.9	32.0	31.8
Apr.	4,759	4,617	4,686	33.8	33.6	103.0	103.1	33.1	32.0	31.5
May	4,668	4,436	4,554	32.6	33.1	102.6	101.5	32.9	31.9	31.7
June	4,433	4,177	4,593	32.1	32.7	98.0	104.0	32.8	32.3	31.0
Apr.-June	13,860	13,230	13,833	32.8	33.1	101.2	102.9	32.9	32.1	31.4
July	4,328	3,854		30.8		93.4		32.6	32.6	
Aug.	4,256	3,899		30.4		94.9		31.5	32.3	
Sept.	4,220	4,382		31.7		102.5		32.1	31.3	
July-Sept.	12,804	12,135		31.0		96.9		32.1	32.0	
48-weeks	56,257	52,860		32.8		100.8		32.0	32.1	

Table 8.--MISCELLANEOUS FROZEN CONCENTRATED JUICES: Consumer purchases, percentage of families buying, purchases per buying family and average price paid, October 1963 to date 3/

Period 2/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	932	905	906	6.6	6.5	30.6	31.2	20.7	21.1	19.8
Nov.	853	823	865	6.4	6.4	28.9	30.2	21.2	21.7	19.3
Dec.	725	725	846	6.1	6.2	26.8	30.9	21.4	21.8	19.6
Oct.-Dec.	2,510	2,453	2,617	6.4	6.4	28.8	30.8	21.1	21.5	19.6
Jan.	981	976	947	7.4	6.6	29.5	32.0	21.3	20.9	18.7
Feb.	1,007	917	1,081	6.7	7.1	30.7	33.4	21.0	20.8	18.2
Mar.	944	1,033	918	7.4	6.6	31.4	31.1	21.6	20.4	19.2
Jan.-Mar.	2,932	2,926	2,946	7.2	6.8	30.5	32.2	21.3	20.7	18.7
Apr.	1,102	930	860	6.8	6.5	30.8	29.3	21.1	20.2	18.6
May	828	952	810	6.8	5.6	31.3	32.2	21.5	20.2	19.3
June	834	809	825	6.2	6.3	29.1	29.8	21.0	20.0	19.2
Apr.-June	2,764	2,691	2,495	6.6	6.1	30.4	30.4	21.2	20.1	19.0
July	800	823		6.0		30.9		21.1	18.6	
Aug.	832	814		6.2		30.0		20.6	18.7	
Sept.	794	802		6.0		30.2		21.2	19.3	
July-Sept.	2,426	2,439		6.1		30.4		21.0	18.9	
48-weeks	10,632	10,509		6.6		30.0		21.1	20.3	

1/ Includes citrus blends, and canned juices other than orange, grapefruit and prune. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. 3/ Includes citrus blends, and frozen concentrated juices other than orange.

Equivalent cases of 24 No. 2 cans ... 432 ounces per case.

Table 9.--TOTAL FROZEN CONCENTRATED FRUIT JUICES, AND FRUIT DRINKS: Consumer purchases and prices paid, October 1963 to date

Period 1/	Total frozen concentrated juices					Total frozen concentrated drinks				
	Purchases			Prices paid per 6-ounce can		Purchases			Prices paid per 6-ounce can	
	1963- 1964	1964- 1965	1965- 1966	1964- 1965	1965- 1966	1963- 1964	1964- 1965	1965- 1966	1964- 1965	1965- 1966
	gallons	gallons	gallons	Cents	Cents	gallons	gallons	gallons	Cents	Cents
Oct.	4,170	5,274	6,581	24.3	17.6	1,504	1,225	964	13.9	12.0
Nov.	4,116	4,913	6,384	24.6	17.6	1,077	1,020	799	14.4	12.6
Dec.	3,965	4,888	6,353	24.4	17.8	917	782	754	14.4	12.9
Oct.-Dec.	12,251	15,075	19,318	24.4	17.7	3,498	3,027	2,517	14.2	12.5
Jan.	4,379	6,052	7,348	22.5	17.0	1,201	882	671	14.4	12.8
Feb.	4,290	5,963	6,825	21.2	17.3	1,126	782	636	14.4	12.9
Mar.	4,438	5,964	6,627	21.0	18.0	1,131	915	663	14.4	12.2
Jan.-Mar.	13,107	17,979	20,800	21.6	17.4	3,458	2,579	1,970	14.4	12.6
Apr.	4,751	6,283	5,932	19.8	18.1	1,545	1,212	927	12.7	12.1
May	4,400	6,057	5,867	18.4	18.4	3,247	2,783	1,921	10.8	10.6
June	4,385	5,853	5,644	18.3	18.9	3,360	3,018	3,041	10.7	10.4
Apr.-June	13,536	18,193	17,443	18.9	18.5	8,152	7,013	5,889	11.1	10.7
July	4,149	5,624		17.9		4,281	3,212		10.5	
Aug.	4,122	5,750		17.8		2,999	2,922		10.4	
Sept.	4,522	6,398		17.6		2,073	1,767		10.7	
July-Sept.	12,793	17,772		17.8		9,353	7,901		10.5	
48-weeks	51,687	69,019		20.5		24,461	20,520		11.7	

Table 10.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average price paid, October 1963 to date 2/

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 32-ounce jar		
	1963- 1964	1964- 1965	1965- 1966	1964- 1965	1965- 1966	1964- 1965	1965- 1966	1963- 1964	1964- 1965	1965- 1966
	gallons	gallons	gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	194	227	278	1.3	1.2	40.3	51.4	77.9	74.2	65.9
Nov.	256	279	332	1.6	1.5	41.6	50.8	68.9	72.7	67.2
Dec.	222	256	384	1.4	1.7	42.6	51.7	71.3	72.1	66.8
Oct.-Dec.	672	762	994	1.4	1.5	41.5	51.3	72.7	72.9	66.7
Jan.	222	290	321	1.4	1.6	48.6	45.4	76.1	68.4	62.7
Feb.	251	314	318	1.5	1.6	48.4	45.2	75.8	66.9	66.2
Mar.	224	323	262	1.6	1.3	46.4	45.6	74.6	66.6	68.3
Jan.-Mar.	697	927	901	1.5	1.5	47.8	45.4	75.5	67.3	65.6
Apr.	280	308	273	1.5	1.4	47.8	44.1	74.5	67.2	67.5
May	338	251	291	1.3	1.4	44.9	47.4	74.6	66.1	67.0
June	312	299	283	1.6	1.6	44.0	39.9	76.2	69.2	68.5
Apr.-June	930	858	847	1.5	1.5	45.6	43.8	75.1	67.5	67.7
July	288	253		1.3		44.7		75.5	67.9	
Aug.	260	240		1.0		56.2		75.8	68.6	
Sept.	225	206		1.0		49.4		74.1	66.2	
July-Sept.	773	699		1.1		50.1		75.2	67.6	
48-weeks	3,072	3,246		1.4		46.2		74.6	68.8	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks. 2/ These estimates, as for all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying, estimates for chilled salads particularly should be used with caution.

Table 11.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average	1964-	1965-	1964-	1965-	1964-	1965-	Average	1964-	1965-
	1957-61	1965	1966	1965	1966	1965	1966	1957-61	1965	1966
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,732	6,098	6,343	39.0	39.2	118.5	120.8	---	37.8	36.5
Nov.	6,495	6,045	6,216	40.3	39.9	114.2	116.7	---	37.7	36.5
Dec.	6,152	5,837	6,240	39.1	40.5	113.2	115.0	---	38.0	37.1
Oct.-Dec.	19,379	17,980	18,799	39.5	39.9	115.3	117.5	---	37.8	36.7
Jan.	6,931	6,613	6,855	41.2	42.2	121.3	122.1	---	37.1	36.1
Feb.	6,940	6,747	6,884	41.7	42.1	121.8	122.0	---	36.6	36.4
Mar.	7,015	6,976	7,079	43.3	42.5	122.2	124.0	---	35.8	36.5
Jan.-Mar.	20,886	20,336	20,818	42.1	42.3	121.8	122.7	---	36.5	36.3
Apr.	6,875	6,820	6,679	41.6	41.7	124.5	119.0	---	35.9	35.7
May	6,817	6,497	6,656	40.6	41.1	121.2	121.2	---	36.1	35.8
June	6,454	6,189	6,667	39.8	40.4	117.8	122.8	---	36.5	35.4
Apr.-June	20,146	19,506	20,002	40.7	41.1	121.2	121.0	---	36.2	35.6
July	6,013	5,788		38.0		114.2		---	37.2	
Aug.	5,892	5,864		37.8		115.5		---	37.0	
Sept.	5,995	6,253		39.3		118.2		---	36.0	
July-Sept.	17,900	17,905		38.4		116.0		---	36.7	
48-weeks	78,311	75,727		40.1		118.6		---	36.8	

Table 12.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average	1964-	1965-	1964-	1965-	1964-	1965-	Average	1964-	1965-
	1959-61	1965	1966	1965	1966	1965	1966	1959-61	1965	1966
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,858	4,723	4,435	23.0	21.1	154.0	156.8	32.0	31.6	30.2
Nov.	2,577	4,222	3,967	21.6	20.3	149.6	146.4	32.8	32.0	30.7
Dec.	2,635	4,263	4,155	22.0	20.7	145.3	149.5	32.3	32.5	31.0
Oct.-Dec.	8,070	13,208	12,557	22.2	20.7	149.6	150.9		32.0	30.6
Jan.	3,235	4,854	4,938	23.0	22.5	158.4	162.8	31.8	31.4	30.1
Feb.	3,362	4,903	4,920	23.4	22.8	158.4	163.2	31.9	31.8	30.0
Mar.	3,408	4,692	5,521	23.1	23.9	154.4	173.1	31.7	31.8	29.9
Jan.-Mar.	10,005	14,449	15,379	23.2	23.1	157.1	166.4		31.7	30.0
Apr.	3,558	4,992	5,699	23.4	25.5	160.8	165.6	31.7	31.2	29.8
May	3,758	5,557	5,784	24.6	25.1	170.0	171.6	31.7	30.4	29.7
June	4,027	5,525	6,070	25.1	25.9	165.3	174.6	31.3	30.2	29.6
Apr.-June	11,343	16,074	17,553	24.4	25.5	165.4	170.6		30.6	29.7
July	4,007	5,568		25.1		166.9		30.8	29.9	
Aug.	3,486	5,276		24.3		163.8		31.1	27.9	
Sept.	3,233	4,586		22.2		156.5		31.5	30.5	
July-Sept.	10,726	15,430		23.9		162.4			29.4	
48-weeks	40,144	59,161		23.4		158.6		31.7	30.9	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 13.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,673	13,527	16,556	16.2	18.0	17.7	19.2	62.3	67.1	60.5
Nov.	20,614	22,962	25,270	25.8	27.0	18.8	19.5	59.7	56.4	50.3
Dec.	40,586	41,422	38,840	41.4	36.7	21.2	22.0	55.8	58.7	51.6
Oct.-Dec.	73,873	77,911	80,666	27.8	27.2	19.2	20.2	59.3	59.5	53.0
Jan.	42,660	40,496	45,533	38.7	39.6	22.0	23.8	57.5	59.9	52.2
Feb.	43,928	43,868	47,275	41.2	41.4	22.4	23.7	57.4	61.4	54.8
Mar.	41,937	44,093	47,838	40.7	39.9	22.8	24.8	57.6	61.5	54.2
Jan.-Mar.	128,525	128,457	140,646	40.2	40.3	22.4	24.1	57.5	61.0	53.8
Apr.	35,406	36,822	40,736	34.9	35.6	22.1	23.6	61.2	63.1	57.4
May	28,964	30,349	33,480	30.2	30.9	21.1	22.4	58.3	63.9	60.4
June	21,673	20,502	21,658	22.9	22.1	18.8	20.2	56.3	63.7	60.8
Apr.-June	86,043	87,673	95,874	29.3	29.5	20.7	22.1	58.6	63.5	59.2
July	12,900	13,396		15.2		18.4		61.3	61.6	
Aug.	9,994	11,506		12.6		19.1		61.4	62.8	
Sept.	10,122	11,610		13.6		17.8		64.0	64.0	
July-Sept.	33,016	36,512		13.8		18.4		62.2	62.7	
48-weeks	321,457	330,553		27.8		20.2		58.5	61.5	

Table 14.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Grapefruit	Grapefruit	Cents	Cents	Cents
Oct.	6,410	4,661	6,516	15.0	20.1	6.6	6.7	117.3	131.6	122.0
Nov.	10,203	10,612	10,196	24.9	24.2	9.0	8.8	110.4	111.0	106.5
Dec.	10,760	11,334	10,757	24.2	22.4	9.9	10.0	109.5	109.7	102.6
Oct.-Dec.	27,373	26,607	27,469	21.4	22.2	8.5	8.5	111.7	114.1	108.6
Jan.	12,880	14,300	13,053	28.3	26.0	10.6	10.4	110.7	100.6	103.8
Feb.	13,057	14,514	13,154	27.6	25.6	11.1	10.6	110.8	98.9	111.0
Mar.	12,027	15,201	13,556	28.6	25.7	11.2	10.9	117.2	100.4	109.7
Jan.-Mar.	37,964	44,015	39,763	28.2	25.8	11.0	10.6	112.8	100.0	108.2
Apr.	8,375	12,464	10,808	24.0	22.0	10.9	10.2	137.0	108.0	118.4
May	4,370	7,203	6,975	16.7	16.3	9.0	8.8	154.2	123.2	138.8
June	2,454	3,437	3,762	9.6	9.9	7.5	7.8	158.6	137.2	147.2
Apr.-June	15,199	23,104	21,545	16.8	16.1	9.1	8.9	145.4	117.1	130.0
July	1,028	1,613		4.6		7.4		155.2	140.5	
Aug.	726	1,059		3.5		6.2		160.5	154.2	
Sept.	559	1,006		3.6		5.9		172.1	155.0	
July-Sept.	2,313	3,678		3.9		6.5		160.9	148.4	
48-weeks	82,849	97,404		17.6		8.8		119.8	109.7	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 15.--Equivalent single-strength purchases of orange and grapefruit juices, other juices, and fruit drinks, October 1963 to date 1/

Period 2/	Orange and grapefruit juices 3/			Other juices 4/			Canned single-strength fruit drinks			Frozen concentrated fruit drinks			Total all products		
	1963- cases	1964- cases	1965- cases	1963- cases	1964- cases	1965- cases	1963- cases	1964- cases	1965- cases	1964- cases	1965- cases	1966- cases	1964- cases	1965- cases	1966- cases
Monthly															
Oct.	5,547	6,637	8,732	6,876	6,443	6,300	4,630	4,723	1,598	1,287	1,598	1,287	19,401	20,755	+7.0
Nov.	5,504	6,331	8,538	6,338	6,314	6,197	3,990	4,222	1,329	1,004	1,329	1,004	18,196	19,766	+8.6
Dec.	5,486	6,468	8,705	6,270	5,933	6,099	4,224	4,263	1,023	1,002	1,023	1,002	17,687	19,961	+12.9
Oct-Dec.	16,537	19,436	25,975	19,484	18,690	18,596	12,844	13,208	3,950	3,353	3,950	3,353	55,284	60,482	+9.4
Jan.	5,706	7,978	10,049	7,124	6,711	6,631	5,094	4,854	1,153	892	1,153	892	20,696	22,510	+8.8
Feb.	5,664	8,088	9,310	7,221	6,599	6,850	5,624	4,903	1,024	846	1,024	846	20,614	21,926	+6.4
Mar.	5,739	8,092	9,394	6,925	6,816	6,742	5,471	4,692	1,210	888	1,210	888	20,810	22,545	+8.3
Jan-Mar.	17,109	24,158	28,753	21,270	20,126	20,223	16,189	14,449	3,387	2,626	3,387	2,626	62,120	66,961	+7.8
Apr.	5,979	8,531	8,415	6,891	6,546	6,402	5,957	4,992	1,619	1,249	1,619	1,249	21,688	21,765	+0.4
May	5,842	8,248	8,455	6,383	6,301	6,239	6,213	5,557	3,796	2,630	3,796	2,630	23,902	23,108	-3.3
June	5,712	8,055	8,092	6,177	5,890	6,303	5,980	5,525	4,135	4,191	4,135	4,191	23,605	24,656	+4.5
Apr-June.	17,533	24,834	24,962	19,451	18,737	18,944	18,150	16,074	9,550	8,070	9,550	8,070	69,195	69,529	+0.5
July	5,446	7,661		6,067	5,544		6,201	5,568	4,407		4,407		23,180		
Aug.	5,299			5,005	5,638		5,498	5,276	4,011		4,011		22,780		
Sept.	5,910	8,561		5,895	6,077		4,937	4,586	2,407		2,407		21,631		
July-Sept.	16,655	24,077		17,967	17,259		16,636	15,430	10,825		10,825		67,591		
Cumulative:															
Oct.	5,547	6,637	8,732	6,876	6,443	6,300	4,630	4,723	1,598	1,287	1,598	1,287	19,401	20,755	+7.0
Nov.	11,051	12,968	17,270	13,214	12,757	12,497	8,620	8,945	2,927	2,351	2,927	2,351	37,597	40,521	+7.8
Dec.	16,537	19,436	25,975	19,484	18,690	18,596	12,844	13,208	3,950	3,353	3,950	3,353	55,284	60,482	+9.4
Jan.	22,243	27,414	36,024	26,608	25,401	25,227	17,938	18,062	5,103	4,245	5,103	4,245	75,980	82,991	+9.2
Feb.	27,907	35,502	45,334	33,829	32,000	32,077	23,562	22,965	6,127	5,091	6,127	5,091	96,594	104,917	+8.6
Mar.	33,646	43,594	54,728	40,754	38,816	38,819	29,033	27,657	7,337	5,979	7,337	5,979	117,404	127,462	+8.6
Apr.	39,625	52,125	63,143	47,645	45,362	45,221	34,990	32,649	8,956	7,228	8,956	7,228	139,092	149,227	+7.3
May	45,467	60,373	71,598	54,028	51,663	51,460	41,203	38,206	12,752	9,858	12,752	9,858	162,994	172,335	+5.7
June	51,179	68,428	79,690	60,205	57,553	57,763	47,183	43,731	16,887	14,049	16,887	14,049	186,599	196,991	+5.6
July	56,625	76,089		66,272	63,097		53,384	49,299	21,294		21,294		209,779		
Aug.	61,924	83,944		72,277	68,735		58,882	54,575	25,305		25,305		232,559		
Sept.	67,834	92,505		78,172	74,812		63,819	59,161	27,712		27,712		254,190		

1/ Frozen concentrated juices converted to single-strength equivalent at 4 to 1; frozen concentrated fruit drinks, marketed at various concentrations, at 4.5 to 1. The latter is an approximation, since the product mix, which varies widely by season, is not known. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled, and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 16.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1964 to date 1/

Month and year 2/	Frozen concentrated juices 3/			Chilled orange juice	Canned single-strength juices				Canned single-strength fruit drinks	Frozen concentrated fruit drinks 3/	Average all items
	Orange	Misc. 4/	Average		Orange	Grape-fruit	Prune	Misc. 4/			
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1964-65											
October	6.2	5.3	6.1	9.0	7.6	6.2	7.5	4.2	4.1	3.2	5.1
November	6.3	5.4	6.2	8.9	7.5	6.1	7.4	4.2	4.2	3.3	5.2
December	6.2	5.4	6.1	8.7	7.0	5.8	7.5	4.3	4.2	3.3	5.2
January	5.7	5.2	5.6	8.4	6.6	5.1	7.2	4.2	4.1	3.3	5.0
February	5.3	5.2	5.3	8.4	6.1	4.6	7.3	4.2	4.2	3.3	4.9
March	5.3	5.1	5.2	8.3	6.0	4.2	7.2	4.2	4.2	3.2	4.8
April	4.9	5.0	4.9	8.1	6.0	4.3	7.2	4.2	4.1	2.8	4.6
May	4.5	5.0	4.6	8.0	5.9	4.4	7.6	4.2	4.0	2.3	4.2
June	4.5	5.0	4.6	7.9	5.9	4.6	7.4	4.2	3.9	2.3	4.2
July	4.4	4.6	4.5	8.1	5.8	5.0	7.4	4.2	3.9	2.3	4.1
August	4.4	4.7	4.5	7.9	5.7	5.1	7.1	4.2	3.6	2.2	4.1
September	4.4	4.8	4.4	7.8	5.7	5.3	7.3	4.1	4.0	2.3	4.3
Season	5.2	5.1	5.2	8.3	6.3	5.1	7.3	4.2	4.0	2.8	4.6
1965-66											
October	4.3	5.0	4.4	7.7	5.7	5.3	7.1	4.1	3.9	2.7	4.4
November	4.3	4.8	4.4	7.6	5.8	5.3	7.3	4.1	4.0	2.8	4.5
December	4.4	4.9	4.4	7.5	5.6	5.3	7.3	4.2	4.0	2.9	4.6
January	4.2	4.7	4.2	7.2	5.3	5.2	7.2	4.1	3.9	2.9	4.4
February	4.3	4.6	4.3	7.3	5.1	5.2	7.1	4.2	3.9	2.9	4.5
March	4.4	4.8	4.5	7.5	5.1	5.2	7.2	4.2	3.9	2.7	4.5
April	4.5	4.6	4.5	7.5	5.2	5.2	7.3	4.1	3.9	2.7	4.4
May	4.6	4.8	4.6	7.7	5.1	5.1	7.1	4.1	3.9	2.3	4.3
June	4.7	4.8	4.7	7.5	5.2	5.0	7.4	4.0	3.9	2.2	4.2
July											
August											
September											
Season											

1/ Based on prices paid per specified unit: Frozen concentrated juices and fruit drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ 4-weeks (28-days) per month; 48-weeks per season. 3/ Frozen concentrated juices converted to ready-to-drink basis at 4 to 1; frozen concentrated fruit drinks approximated at 4.5 to 1. See table 15. 4/ Includes citrus blends.

Table 17.--Expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1964 to date 1/

Month and year 2/	Frozen		Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Canned grapefruit sections	Chilled citrus salads	Fresh oranges	Fresh grapefruit	
	Concentrated juices			All									
	Orange	Misc.		Orange	Grapefruit	Prune	Misc.						
	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	
1964-65													
October	1.78	1.08	1.54	1.05	.96	.98	.73	1.06	.83	.93	.99	.72	
November	1.66	1.05	1.54	.97	.84	.93	.72	1.04	.91	.95	.89	.83	
December	1.66	.97	1.54	.90	.80	.93	.72	1.03	.85	.96	1.04	.90	
January	1.71	1.03	1.39	.90	.85	.96	.72	1.08	.76	1.04	1.10	.89	
February	1.55	1.06	1.37	.88	.81	.99	.71	1.09	.80	1.01	1.15	.91	
March	1.53	1.07	1.37	.80	.88	.92	.71	1.07	.82	.97	1.17	.93	
April	1.53	1.04	1.34	.89	.85	.99	.72	1.09	.80	1.00	1.16	.98	
May	1.45	1.05	1.39	.87	.80	1.01	.71	1.12	.91	.93	1.12	.92	
June	1.40	.97	1.32	.82	.87	.98	.69	1.08	.82	.95	1.00	.85	
July	1.34	.96	1.26	.90	.88	.98	.66	1.09	.94	.95	.94	.87	
August	1.37	.94	1.34	.82	.94	.98	.67	.99	.88	1.21	1.00	.80	
September	1.40	.97	1.25	.84	.89	.97	.70	1.04	.88	1.02	.95	.76	
Season	1.53	1.02	1.39	.89	.86	.97	.70	1.06	.85	.99	1.04	.86	
1965-66													
October	1.38	1.03	1.27	.83	.90	.98	.71	1.03	.89	1.06	.97	.68	
November	1.34	.97	1.34	.81	.87	.98	.70	.98	.78	1.07	.81	.78	
December	1.41	1.01	1.35	.80	.94	.97	.69	1.01	.74	1.08	.94	.85	
January	1.44	1.00	1.26	.82	.95	.97	.70	1.07	.75	.89	1.03	.90	
February	1.41	1.01	1.34	.80	.89	.95	.72	1.06	.75	.93	1.09	.98	
March	1.45	.99	1.36	.81	.96	.94	.73	1.12	.87	.97	1.12	1.00	
April	1.38	.91	1.40	.77	.89	.95	.71	1.07	.82	.93	1.13	1.01	
May	1.42	1.04	1.47	.78	.97	.96	.70	1.10	.85	.99	1.13	1.01	
June	1.44	.95	1.37	.78	.96	.99	.70	1.12	.82	.86	1.02	.96	
July													
August													
September													
Season													

1/ Based on prices paid per specified unit: Frozen concentrated juices, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks, and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 18.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1964 to date ^{1/}

Month and year 2/	Frozen concentrated juices		Chilled orange juice	Canned single-strength juices			Canned single- strength fruit drinks	Frozen concen- trated fruit drinks	Canned grape- fruit sections	Chilled citrus salads and sections	Fresh oranges	Fresh grape- fruit	Total																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
	Canned single-strength juices																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
	Orange	Grape- fruit		Misc. 3/																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
	Orange	Misc. 3/	Orange	Grape- fruit	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange	Prune	Misc. 3/	Orange

^{1/} Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen oranges and grapefruit. ^{2/} 4 weeks (28 days) per month; 48-weeks per season. ^{3/} Includes citrus blends.

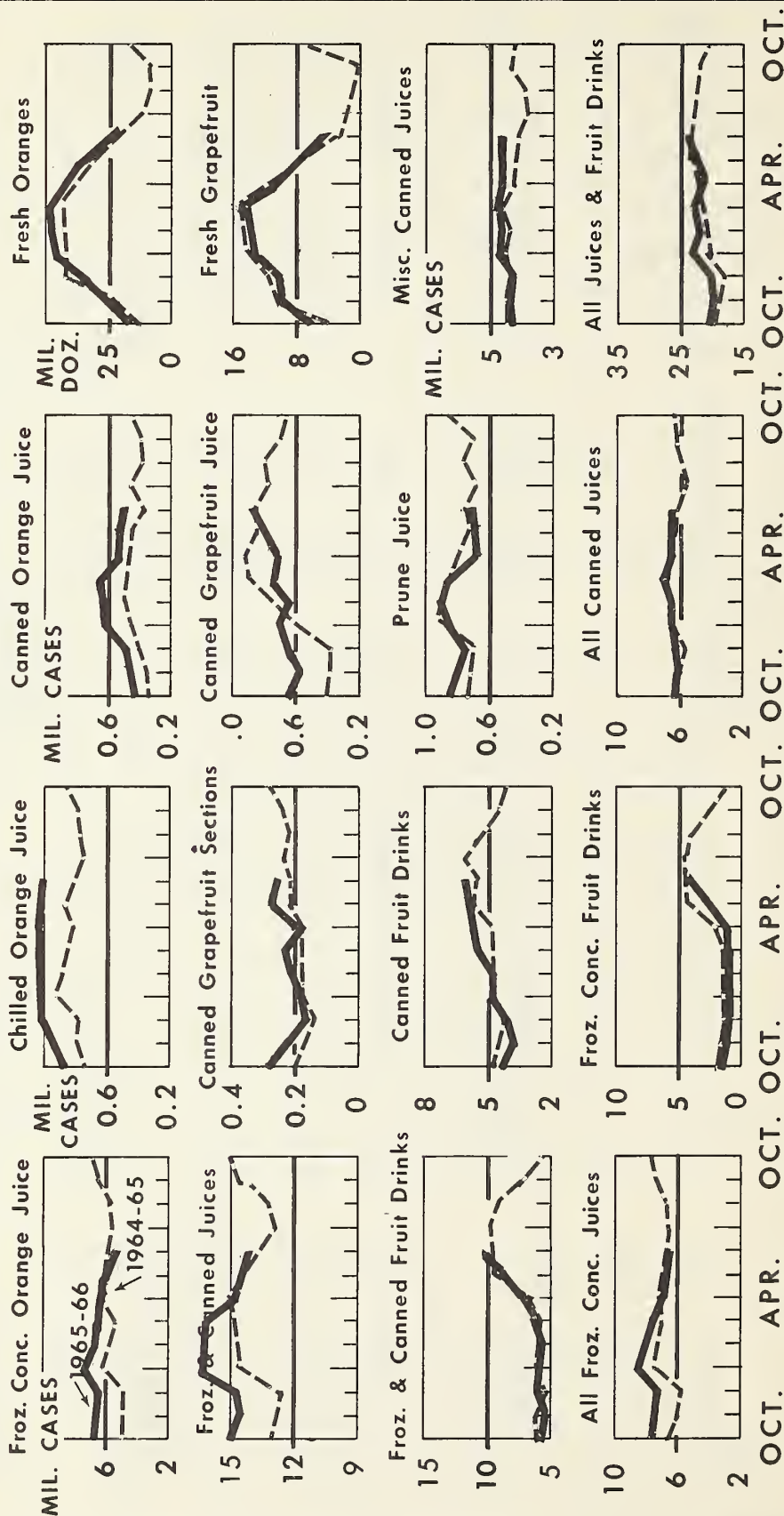
Table 19.--Summary of consumer purchases, single-strength equivalent basis, prices paid, and expenditures for citrus fruit juices, drinks and other products, April-June 1965 and 1966 1/

Product	Purchases			Prices paid per			Expenditures		
	Volume			6-ounce serving and			Monthly average		
	Apr.- June 1965	Apr.- June 1966	Change	Apr.- June 1965	Apr.- June 1966	Change	per buying family 2/	1965	1966
	cases 3/	cases 3/	Pct. change	per serving 4.6	per serving 4.6	Pct. change	dol.	dol.	Pct. change
Juices	1,000	1,000						1,000	
Frozen concentrated:									
Orange	18,369	17,714	-3.6	25.5	25.5	0	1.46	61,578	58,542
Miscellaneous	3,189	2,957	-7.3	4.2	4.2	0	1.02	11,562	10,126
Total concentrated	21,558	20,671	-4.1	31.2	29.7	-4.8	1.35	73,140	68,671
Chilled orange	2,507	3,233	+29.0	3.6	4.7	+30.6	1.41	14,453	17,610
Canned single-strength:									
Orange	1,309	1,569	+19.9	1.9	2.3	+26.3	.86	5,601	5,838
Grapefruit	2,649	2,446	-7.7	3.8	3.5	-5.3	.84	8,436	9,005
Prune	2,318	2,154	-7.1	3.4	3.1	-9.7	.99	12,340	11,283
Miscellaneous	13,230	13,833	+4.6	19.1	19.9	+4.2	.71	39,834	40,791
Total canned	19,506	20,002	+2.5	28.2	28.8	+2.2	.95	66,211	66,917
Total juices	43,571	43,906	+ .8	63.0	63.2	+ .2	1.35	153,804	153,198
Fruit Drinks									
Frozen concentrated	9,550	8,070	-15.5	13.8	11.6	-16.0	2.4	16,565	13,516
Canned single-strength	16,074	17,553	+9.2	23.2	25.2	+8.6	3.9	46,162	48,956
Total fruit drinks	25,624	25,623	0	37.0	36.8	0	3.1	62,727	62,472
Total Juices & Fruit Drinks	69,195	69,529	+ .5	100.0	100.0	0	4.6	215,670	215,670
Processed Citrus Fruit:									
Canned grapefruit sections:	602	687	+14.1	---	---	+20.0	.84	4,516	5,149
Chilled salads & sections	1,000	1,000	0	---	---	0	12.7	2,320	2,292
Fresh Citrus Fruit:									
Oranges	87,673	95,874	+9.4	---	---	+9.3	1.09	55,688	56,772
Grapefruit	23,104	21,545	-6.7	---	---	-6.7	.92	27,051	28,016
TOTAL EXPENDITURES	---	---	---	---	---	---	---	306,106	307,899

1/ Includes three 4-week periods or 12 weeks. See tables 1-14. Calculations made from unrounded data. 2/ Simple average of monthly expenditures. 3/ Frozen concentrated juices converted to single-strength equivalent at 4 to 1, and concentrated fruit drinks at 4.5 to 1. The latter is an approximation since purchases by concentration, which vary widely by season, are not known. Equivalent cases of 24 No. 2 cans ... 432 ounces per case.

CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

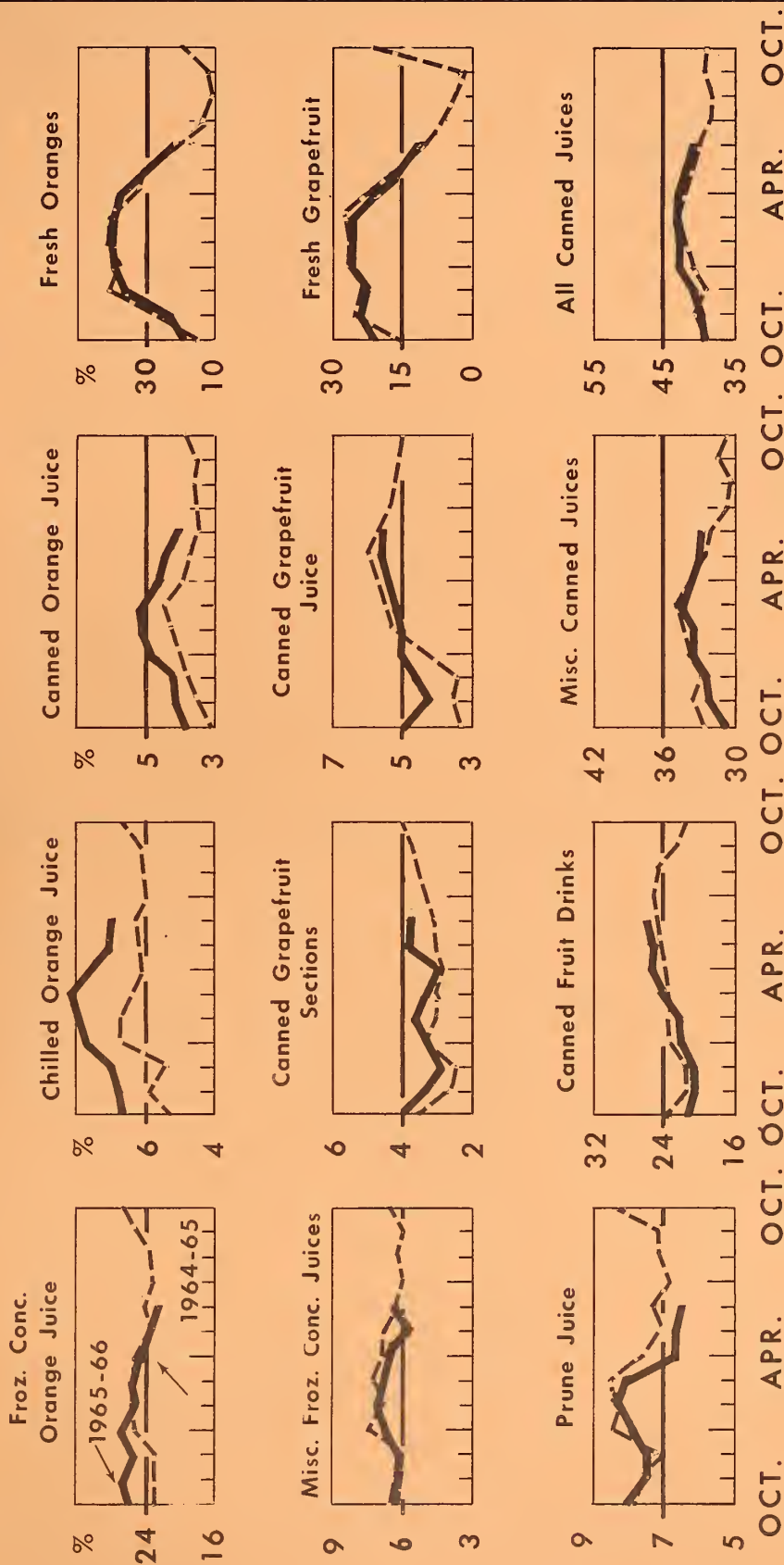
Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 7

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

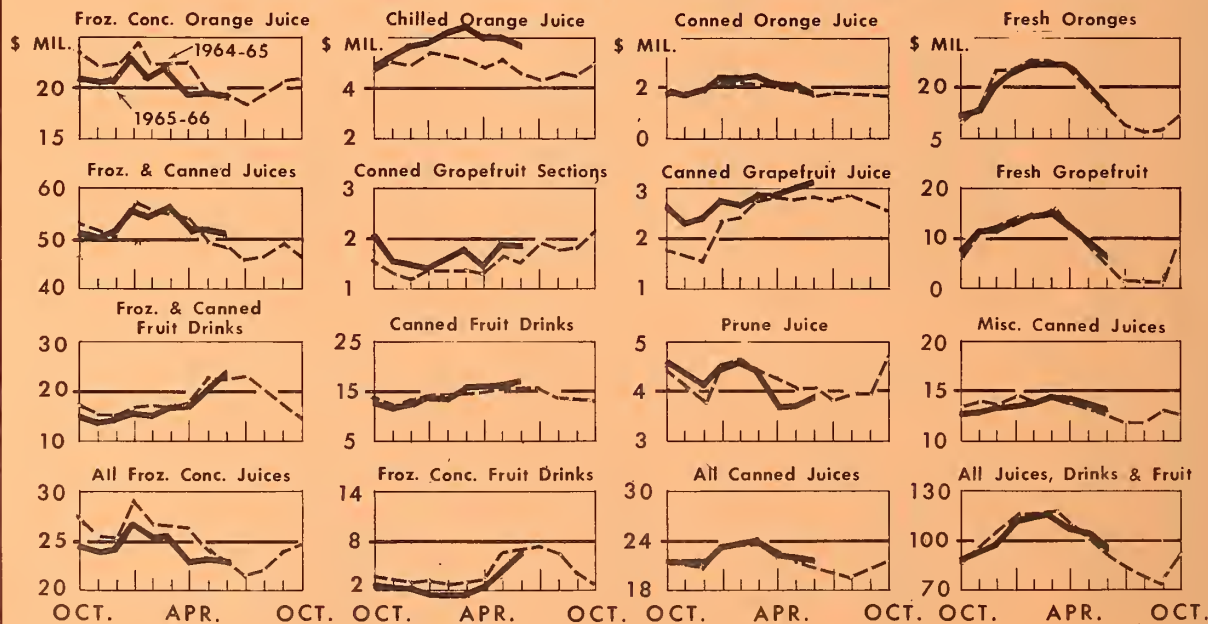


BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 8

Washington D. C. 20250

Official Business

CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS*Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit*

BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 2571 ECONOMIC RESEARCH SERVICE